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DON'T GUESS ABOUT

Your HYBRID CORN

KNOW THE FACTS!



Hybrid Corn! Is it really an improvement, or just a fad? What is there in it for me? How can I be sure of getting the right Hybrid? If questions like these are in your mind, here are some facts that can take the guesswork out of next season's crops for you.

THE history of Hybrid Corn in the East has been sensational. Only six years ago, practically nobody in this area grew it. When we started looking into its crop-producing possibilities for our friends, we had to start from scratch. Information available was so limited that we realized someone had to go deeply into a vast testing program to learn the facts about it.

Today there is no doubt that the *right* Hybrid has many advantages over the regular, or open-pollinated, corn for your farm.

But—like all successful propositions, a lot of things have risen to cloud the issue in the minds of farmers.

Perhaps you have listened to some of the irresponsible statements being made and wondered how anything could be as good as the claims you heard.

Maybe you've heard some of the questions being asked—questions that have nothing to do with the value of Hybrid Corn—and wondered whether those questions weren't intended to conceal facts, rather than to reveal them.

There isn't any statement about Hybrid Corn that you have to accept at its face value. You don't have to experiment. Not for one single season. And you don't have to guess. Every fact essential to the question of whether Hybrid Corn is going to do you any good is capable of proof.

This little booklet is written to give you that proof about our Funk "G" Hybrid Corn. If you plant corn at all, look this material over carefully. It will answer many of the questions you've been wondering about, on the possibilities of the *right* Hybrid Corn on your farm.

PROOF THAT **G** HYBRID IS THE CORN FOR YOU TO PLANT!

Let us give you some facts—and then you can judge for yourself. Look at that chart at the bottom of this page. It shows the increase in the sale of Hoffman's Funk "G" Hybrids over the past three years.

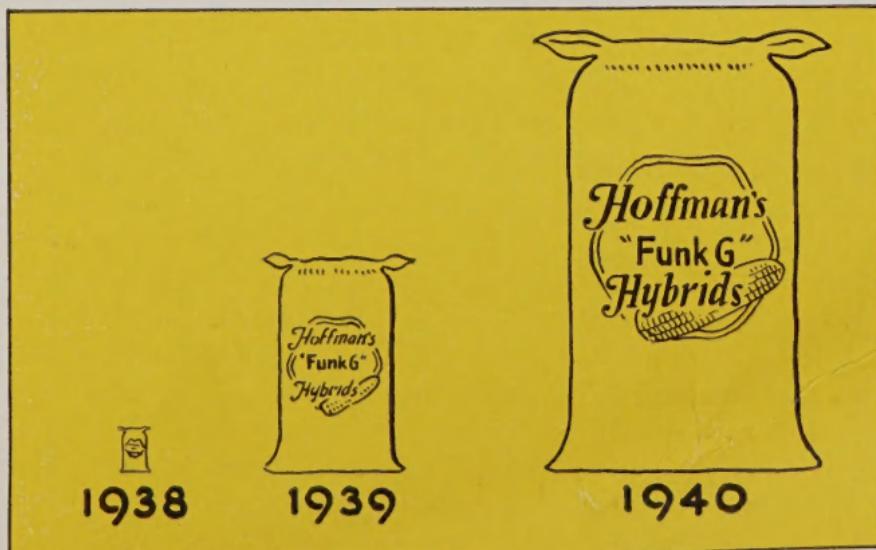
1940 sales were 70 times those of 1938!

High pressure selling couldn't get an increase like that. It came because our customers got results. Neighbors saw those results and wanted these "G" Hybrids too!

Only two years ago we were urging our friends to plant a few rows of "G" Hybrid Corn as a test alongside their regular varieties. Now we are saying to them, "Why waste a year? Put your acreage in the right 'G' Hybrid and get these benefits right away."

Perhaps you know that Hoffman's have been one of the largest producers and sellers of the regular open-pollinated varieties of corn in the East. A lot of our good customers come back to us year after year. We wouldn't be urging our friends to plant our "G" Hybrid Corn unless we were sure they were going to get better results. We wouldn't be advising our best customers to switch to "G" Hybrids unless we knew exactly what Hybrid would give them what they wanted.

Make no mistake about it! These Funk "G" Hybrids are no longer an experiment. On the basis of results, they have established themselves as the coming corn. If you've been waiting—and wondering—delay no longer. Farmers in nearly every county have proved that "G" Hybrids give them what they want!



Look at that multiplication of orders for 1940 over 1938—over 70 times. Evidence that "G" Hybrid Corn is something for you to learn all about, for it is coming strong.

PROOF THAT **G** HYBRIDS CAN DO BETTER FOR YOU

It is confusing to hear a lot of claims about different Hybrids and try to decide which is best for you. But don't make the mistake of assuming that the word Hybrid itself is the sure way to results. Even the fact that a Hybrid is getting results somewhere else in the country is no guarantee that it will produce on your farm. Hybrids are bred to meet specific conditions and maybe the conditions under which it is produced are not at all the same.

How can you tell which Hybrid to plant? Naturally you don't want to go through the four or five years of experiments that we have. The best way of choosing is to recognize what *any* corn needs to turn in crops in your territory, and then choose the Hybrid which has those qualities.

There are just two reasons why you should be interested in a Hybrid Corn over a variety that is already producing good crops for you. Hybrids should produce *surer* results and *better* results.

Now look over the qualities of Hoffman's Funk "G" Hybrids shown on the opposite page, and ask yourself "Aren't these just the qualities I need to get results on my farm?"

Other Hybrids have some of these qualities. That's why they can produce if conditions are right. But these "G" Hybrids have all of them. That's why we are ready to say that if you can produce crops at all—ear corn—or silage—or both, "G" Hybrids can do better for you.

This is what you want—for sure. And these "G" Hybrids lick your old enemies to get it. Drought, windstorms, cold springs, excessive heat, early frosts, stormy harvests—you don't have to fear them like you used to—not if your fields are planted with Funk "G" Hybrids.



BECAUSE **G** HYBRIDS HAVE



GREAT STRONG ROOTS to get down in the ground for food, for moisture in dry seasons, and to anchor the plant securely in all kinds of weather. Ask the farmers who boasted they could "pull any corn" at some of our test plots.



Ability to STAND UP STRAIGHT. Strong, whippy stalks, plus their splendid root systems, enable "G" Hybrids to stand up straight right through the season, regardless of storms that knock down corn—even other Hybrids in neighboring fields.



UNIFORM EARS—and one to practically every stalk, with mighty few nubbins. 15-20-25 per cent more corn in the field, and more than that when shelled because of good sized kernels. Whether your fields are in bottom land or on a hillside doesn't matter. There are "G" Hybrids that will meet conditions on your farm.



EASY TO HUSK whether you harvest by machine or the good old hand method, you'll like working down a "G" Hybrid row. Short shanked ears that break off easy but won't fall off. Ears all the same height from ground. And the big diameter ears peel down easy. Farmers tell us they actually harvest bigger crops at less money.



"PALM LEAF" GROWTH. Have you ever seen a palm tree? Wide leaves that seem to grow right out of each other. That's what "G" Hybrids bred for silage remind you of. Such big leaves and so many of them. This leaf structure has made "G" Hybrids favorites in the northern areas just as the big ear crop has made them favorites in the crib corn sections.

With all these qualities available you don't have to guess—and hope. We know the Funk "G" Hybrids that can give you exactly what you want.

PROOF THAT **G** HYBRID

When you understand what Hybrid Corn really is, the source of your corn becomes an important factor to you. There is no mystery about it—no hocus-pocus secret formula. Just knowledge of corn characteristics. The resources to breed good basic stock. The ability to recognize what is needed and the courage to stick at it till you've got it.

The originator starts with the good old fashioned varieties that you know. He makes an "inbred" by hand-placing the pollen from one stalk onto the silks of the same stalk. Thus he "fixes" certain characteristics he wants. This may take eight, ten years or longer. When he has what he wants, he crosses it with another inbred having other qualities. This single cross he breeds with another single cross making a double cross—or a Hybrid.

Sounds simple. But a lot of years and a good many dollars go into that development. The integrity of the grower plays its part. Suppose he starts his crosses before his qualities are positively fixed in his inbreds. Some farmer is going to get stuck with his Hybrid Corn—and our first concern was to make sure no friend of ours got stuck.

When we started, we had the whole field of Hybrid developers to choose from. With no experience in the East to guide us, we decided to experiment. We planted many different Hybrids. One group stood out in every test. The method of its growers impressed us—because it produced the most successful Hybrid group in our territory.

So we decided on the Funk "G" Hybrid Corn, originated by the Funk Brothers Seed Co. This year Funk celebrates the 25th anniversary of the first shipment of Funk Hybrid Corn. Whether it

Here is Dr. Holbert in a field of inbreds from good old Lancaster Sure Crop. Yes—that's one of the varieties he's working with—one of the varieties you may be getting in your "G" Hybrid Corn.



IDS SHOULD DO BETTER FOR YOU

was the first Hybrid Corn we don't know, and don't care. It's what they are doing now that sold us.

They have thousands of acres in development, breeding, and production, and the records they keep, check that work as exactly as a bank checks the pennies in a day's business.

They are making more than 200,000 *hand* pollinations every season in search of better Hybrids. They have more than 2,500 experimental plots in nearly every State, testing their Hybrids and others. They aren't guessing about their Hybrids, they *know*. This work is in charge of Dr. J. R. Holbert, who is the originator of more successful Hybrids than any other man. He came from the U. S. Department of Agriculture, where his 19 years of work attracted world-wide attention.

When we talked to Dr. Holbert, he didn't ask us how much corn we thought we could sell. He

Carefully pulling out every unwanted tassel **BY HAND** . . . at exactly the right time . . . the only sure way to produce pure-line Hybrids. . . . This is the only way Funk "G" Hybrids are made. It's costly but it's **SURE!**



wanted to know about soil conditions, temperatures, rainfall, elevations. What he wanted to make sure of was whether his Hybrids had the characteristics that could get results in our territory.

It will interest you to know the practical terms of Dr. Holbert's improvement program. Look at the additional bushels per acre you add when you merely eliminate barren stalks from a field. This is just one of the things "G" Hybrids accomplished.

What better proof that these "G" Hybrids will do better, could you ask than the fact that the men who originate them are interested in the same thing you are—**RESULTS.**

PROOF THAT **G** HYBRIDS

Hoffman's are ready to stand back of Funk "G" Hybrid Corn. We've got a 42-year reputation to protect, and we wouldn't make that statement unless we were sure.

How can we be so sure? Because we've spent five years on an extensive testing program—the biggest that any organization, commercial or otherwise, has undertaken in this area.

Note the yellow chart on opposite page. It shows how our experimental efforts have been expanded to enable us to help our friends who are interested in Hybrid results. Included in the experimental and demonstration points in this territory are plots with 109 varieties of corn. These varieties include many different "G" Hybrids planted side by side with regular varieties. And what we have learned! It's worth a fortune to our friends. The right "G" Hybrid beats the regular variety every time. Yields high—almost unbelievable figures—in all kinds of growing seasons. And the right Hybrid for the territory beat all the other "G" Hybrids tried invariably.

All of these tests are under the supervision of our own Hybrid Corn specialist, L. L. Hug.

As a result of these tests we know just what each special "G" Hybrid will do under each set of conditions. If you want crib crops, we know which "G" Hybrid will give the best crop. If you want silage, we know which Hybrid you need. If you have a short season, we also have Hybrids that will give you ears, other Hybrids for silage.

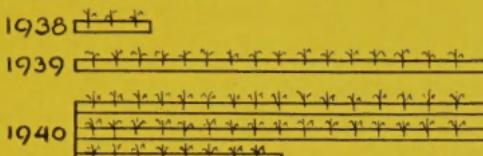
Right here in Lancaster County, we have 190 acres planted in "G" Hybrid single crosses producing next year's Hoffman Funk "G" Hybrid seed. This picture shows how the two single crosses are combined. Note the two rows with tassels—six without.



Hoffman's "Hybrid-Man" is L. L. Hug (picture on front page). He has done more Hybrid Corn testing than any other man in the East. Incidentally he's working with Dr. Holbert right now in developing Japanese Beetle-resisting Hybrids. Some day—soon, we hope—you'll have some highly beetle-resistant "G" Hybrids.

WILL DO BETTER FOR YOU

STRIP TESTS



HAND PLANTED TEST PLOTS



We've experimented for differences within these areas. If you have good ground you need a different Hybrid from your neighbor whose field may be on poor ground—and we know which Hybrid it is.

When you plant Hybrid Corn, this is the kind of information that is going to determine whether your crop is better, or not. Make use of this information. Don't be rushed into anything unproven just because a friend or high powered agent says you should. And don't be fooled by stories of what someone else did unless you know that that Hybrid is suitable for your ground.

Let us tell you what Funk "G" Hybrid is the seed corn for you. Ask us for proof if you want it. We're ready to show you why your particular "G" Hybrid will do better for you.



Scenes at two of the many Hoffman testing plots. Every field is carefully checked. The true facts are really learned by this accurate Hoffman method!



PROOF THAT G FOR YOUR NEIGHBORS . . .

We warned you not to be talked into buying one particular Hybrid because you heard what it did on some other farm—it might not be the right Hybrid for you. But if you realize that the Hoffman Funk "G" Hybrid group contains many different types of Hybrids . . . that one of these Hybrids was bred to fit *your* conditions . . . that expert advice is available to help you get the right "G" Hybrid—then the letters from farmers like yourself become overwhelming evidence that "G" Hybrids can do better for you.

We have gotten many, many letters covering the whole range of "G" Hybrids. Telling us that these "G" Hybrids are better. It would take a big book to print them all. So we've picked out sentences to show you what farmers all over our territory are saying. Note how many of them say they have decided on "G" Hybrids for all their corn—the best proof in the world that "G" Hybrids are better.

• • •

"It's going to be Hybrid Corn for us from now on."

—*Summers & Sons, Oxford, Pa.*

• • •

"Please quote prices as I expect to plant entire crop with Hybrid Seed."

—*Chas. N. McCracken, Cooksville, Md.*

• • •

"I tried 4 different kinds of Hybrids this year and find 'G' superior to all other kinds."

—*F. W. Roberts, Mowrystown, Ohio.*

• • •

"Yielded more bushels per acre than all the other Hybrid Corn we planted."

—*J. Stanley Marple, Spring House, Pa.*

• • •

"Outyielding other varieties from 15 to 25 bushels per acre."

—*Wm. C. Kellermier, Steubenville, Ohio.*

• • •

"This was my first try for Hybrid, but not my last."

—*B. Chaykosky, Lackawanna Co., Pa.*

• • •

"Outyielded other varieties by 2 bu. to the shock."

—*Jos. I. Cline, Rockingham, Va.*

• • •

"Would not think of planting anything else after this year's experience."

—*D. H. Sherwood, Baltimore Co., Md.*

• • •

"I only wish I had planted nothing but your Hybrid Seed Corn."

—*Wm. J. Baer, Lehigh Co., Pa.*

• • •

"Stood a very dry season and the yield was better than other corn."

—*Ralph L. Sieber, Juniata Co., Pa.*

HYBRIDS ARE DOING BETTER

"I will never plant any other corn but Hybrid after this."—John Saeker, Greenwood, Del.

"We have almost twice as much corn as our other corn gave. We are 100 per cent Hybrid."—Shaubach Bros., Strasburg, Pa.

"The most beautiful field of corn we have ever seen in this territory."—C. Ottesen, Freehold, N. J.

"Your Hybrid Corn is the best corn I ever saw."—T. E. Morgan, Beaver, Pa.

"Sorry I did not buy seed from you for more of my acreage."—C. R. Bashore, Bethel, Pa.

"25 more bu. per acre in spite of very dry season."—P. J. Miller, Gettysburg, Pa.

"Your Hybrid Corn is everything the other fellow said."—Raymond Koch, Warren Co., N. J.

"You can't recommend this corn too high, for it is hard to beat."—W. A. Coulter, Belleville, W. Va.

✓ CHECK-UP

For our own information on what farmers like about our "G" Hybrids, we took a batch of letters from our files. Each time a letter mentioned a specific point we tallied it. We actually checked 55 letters—just as they came out of files. You may be interested in those figures. Those 55 men wrote about these fine "G" habits—

Stands up straight (in storms and winds)—35 times.

Few barren stalks—15 times.

Better yield of ears—47 times.

Uniform height of ears—8 times.

Strong root systems—17 times.

Few nubbins—4 times.

Husks easier—11 times.

Uniform ears—4 times.

High ensilage yield—15 times.

Hundreds of farmers write us every year to ask questions about Hybrids. If you want to know—don't hesitate. We're always glad to answer you fully.

"Can I plant seed from my Hybrid Corn crop the next year?" is an example.

You can—but you won't be planting Hybrid Seed Corn—and you won't get Hybrid results—not by 15 to 25 per cent. So you can do it but it won't pay—the bushels you lose are worth many times more than the price of new "G" Hybrid seed.

COME to Landisville **SOON**

See 109 kinds of Corn Growing!

Many Hybrids . . . Inbreds . . . Single-crosses . . . plus unusual specimens in corn-breeding.

See Funk "G" Hybrid Seed made—let our men show you some of our 190 acres now in production here!

DON'T **DELAY YOUR ORDER!**

Hybrid seed corn is different from regular varieties. We have many Special "G" Hybrids available, some for heavy soils, others for light. And even though we ship out thousands of bushels of Hybrid seed, your particular "G" Hybrids might be sold out in the first 100 orders. We don't substitute—we just have to say "Sorry," even though we might be filling orders for other "G" Hybrids right up to planting time. We are already booking orders for delivery next season. So for your sake—don't delay. Order now and be sure.

HOW TO ORDER

1. If you used a Hoffman Funk "G" Hybrid already—and know which "G" number is right for you—all you have to do is order it. Reserve it now for later shipment.
2. If you never planted a Hoffman Funk "G" Hybrid—order it now—and let us pick the right one for you. Here's where you benefit from our vast testing program. Just tell us these facts:
 1. Do you want it for crib, or silo, or both?
 2. Is your ground good, medium or poor?
 3. Is your soil type limestone, sandy, clay or heavy loam?
 4. What variety of corn have you been planting?
 5. What is the length of your growing season?
 6. What is your elevation above sea level?
 7. What date do you plant corn?
 8. What date do you get fall frosts?

Just leave your Hybrid Corn needs up to us—you won't go wrong. There's no guesswork about these Funk "G" Hybrids. They've been PROVED RIGHT . . . and they'll prove it to you!

A. H. HOFFMAN, INC.

LANDISVILLE (LANCASTER COUNTY), PENNA.